

## **A STUDY ON TOTAL QUALITY MANAGEMENT OF MULTINATIONAL CORPORATION'S IN INDIA**

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### **ABSTRACT**

The purpose of the paper is to highlight MNC's business activities in India by using TQM concepts and tools. The aim is to be the market leader for value creation and continuous improvement in manufacturing, reduced service delivery time for total customer satisfaction and continuously improving products and services; the MNC's fulfill dynamic market requirement of our customer to outperform our competitor and as market leaders. TQM implementation in people, process, technology and culture take its step forward towards achieving business excellence through TQM quality consciousness.

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### **INTRODUCTION**

Total quality management is a system. The whole system approach is for long term success that views continuous improvement in all phases of an organization process with long term and short term goal. It aims to drastically transform the organization through forward looking changes in the structure, system, attitudes and practices. Total quality management innovates quality approaches, involves everyone in the organization in its every function of administration, communication, distribution, manufacturing, marketing, planning, training etc. The Multi National Corporation's product and service is higher compare to any other corporate companies with. Upgraded quality of the product and service to the MNC's through TQM concepts and tools. Supply of world class product and service to the society. The TQM concepts and tools are used for increased sales, operating income and total assets of the company. The lack of knowledge and skill affects the economy of the organization, national and global the waste of human resource and raw material of

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the society and the human survival life span is too low. The MNC's work with domestic and export concentration. The export oriented companies produce world class products and service standard. The MNC companies are fast in human development programs. The Indian government balance of payments is very large year by year due to more imports.

MNC's advance of knowledge and adequate financial resource is drawn from developed countries. The developed country industries have joint venture with Indian industries in various fields. The ecological balance, human development, quality life and life span of living things are high in developed countries. The fast development is the basic need of the developing society. The purpose of the paper is to highlight MNC's business activities in India by using TQM concepts and tools. The chief reason of the paper varies MNC's impact on Indian industries and the society. The MNC's actual business activities in India in the field of QM philosophy and tools for organizational long term leadership support, customer focusing in internal and external, effective workforce involvement and utilization, information on technology access, business and process continuous improvement, supplier's partnership, establish process performance measures. It brings out how TQM works in MNCs in India.

### **1.1 Leadership Commitment**

The multinational corporations are pioneering the technology, excellence in business operation and process and as one of the best employers and company on top of the nation and the best company globally working for employee. The MNCs are world leaders in emerging innovative technology and minimizing the environmental burden. The MNC leaders' inspiring work force are bench mark of the organization and the leaders welcome comments and opinions from customers. The vision of the MNCs has respect and professionalism. The robust procedures had been designed for maintaining strict control over all business processes. The MNC's have quality and safety at the top of the goal. The MNC's are world leaders in environmental performance, R&D center, world first safety system, raw material usage and technology. The MNC's technology ever not sharing nature of applications, pioneering network solutions and value added service, globally designed future craft in daily lives products and service to the customers and right strategy to focus on the most important action in order to unleash consumer potential in the market.

The MNCs pioneer the technology and in-depth knowledge of the field and quality conscious responsibility for society and environment, sustainable growth in life style, product and service and building strong loyal consumer brand, value creation strategy, focusing on innovation and low cost of productivity, high product quality and value for money. The MNC's fundamental is creation, transfer and control; culture is ethics and integrity, quality, innovation and independence and the culture is creativity and ability of future, product design in leadership in the world and pioneer in the sustainable timely profitable growth. The MNC's changing forces are shaping our business creating new markets, opening up valuable new opportunities, minimizing the risks, strategy captures, maintains leading market, technology positions and all business activities, its product development and production. The MNC's academic collaboration with maintaining technological leadership, forward thinking in next decade business vision for emerging nations and world class idea, people and carrier reinvent every day. The MNC's vision is

constant and transparent, designed to make people's lives easier, more connected to the multi-tasking technology, one of the best possible qualities.

## **1.2 Customer Satisfaction**

The MNC's have world best quality technology in manufacturing, reduced service delivery time for total customer satisfaction and continuously improving products and service. The products create new and different methods by the MNC's employees; assess overall results of quality cost, timelines of deliveries, ensuring trust and satisfaction through service for consumers, by the training of international corporate leaders. The MNC's people, process and industry development, maximize network quality and performance to focus on the customer, in their service field and state of the art technology and the high quality solutions to the customers fully functional in 'e' commerce shopping. The MNC's right price, on time delivery, flexible, scalable technology service meet the dynamic needs of the business, outstanding production cost, quality, dedicated business process, sophisticated and secure out sourcing service to online customer.

The MNC's CRM program are attractive to new customers than the existing ones. Chain of excellence is completed by proactive monitoring, meaningful service of consumers through product and service is made for specific consumer use and continuous development by innovative ideas for market orientations. MNC's have zero defect products and service, reducing variations, stream lining high quality to meet the expectation of the end user, unique update solution to improve efficiency and reliability for more productivity, improve customers usage and unparallel value to the customers. The MNCs design create value and clear high visual position for consumer and need based innovation design with sustainable brand that, continues throughout the lifetime and easy to use product and service to exceed the customer expectation. The MNC's long history of innovation with entirely new ways for quality improvement process, product and service delivered on their promises.

The MNCs use high quality material all over the world, with speedy work, product and service worldwide with standard for excellence to the people and best solutions to partners for constant customer satisfaction. The MNCs fulfill dynamic market requirement of our customer to outperform our competitor and as market leaders. They work on a daily basis with variety of customer applications and company and advice for complicated applications of suppliers. The MNC's use proper tools advanced techniques 'x ray' and microscopes as well as commercial tools and equipment arrangement to fulfill functional requirement. They applied the design for six methodologies. This structure for leading to optimizing performance and reliability of the organization. The MNC quality is 120% of the products to meet the customer expectation to exceed the customer trust, outstanding quality to reach ever-higher product quality standards in design; development, production, sales, service, leading edge and forward thinking technology to satisfy the needs of the society. The MNCs unique advanced technology, knowledge and creativity is used in original quality products and service to fulfill the customer's expectation.

## **1.3 Employee Involvement**

MNC'S special features are the employee empowerment, team work for fast product making, reduced process cycle time, defect free product launching globally, every time doing

things better etc. MNC's manufacturing process is a top quality technology, all employees focused on the continuously quality improvement and the professional persons increasing productivity to use TQM quality activity control system and motivated employees to put service in weakest areas. The MNCs, human resource is highly trained by experienced team, motivate employees as individuals and group. The technicians create concrete product shape from innovative drawings to business and society. The MNC's human resource build up the employees in skill up gradation in a friendly and informal atmosphere, task ownership, empowerment, and difficult activities into smooth, efficient, robust process cutting edge technology, relationship with client, innovative approach and consistent quality delivery.

The MNC's human resources involve many nationalities on job training program for increasing knowledge and skills in qualitative and quantitative, the off job training for carrier, new specialized skills, management capabilities, self-motivated and talented with globally oriented background. The MNC's people are highly intelligent, sustainable and have innovative solutions that help the world and work in dynamic and simulative environment, innovative thinking from every one, core competency, redesigning business process, training, innovation management system and culture. The MNC's positive work environment education, empowerment, opportunity, compensation, recognition, creativity of business ways. Everything we do, think find big and simple solutions will radically change the way people live in the future. The best work medium is available to support the constant learning, growth, and cost reduction. The area is to empower the employee to achieve ambitions, technological advancement, innovative solutions, design and to operate under new conditions. This MNC's global personnel policy is independence, fairness, trust, creative thinking and realizing their hopes of dreams.

#### **1.4 Information Technology**

The safety features are controlled by electronic systems. Various products are launched using the advance of electronic system that is used in product creations, sales promotions, service and problem solving approaches via critical analysis, material science, computer simulations and experience gained from similar situations.

#### **1.5 Continuous Improvement**

To improve TQM activities they use self-regulatory process with self-control system, continually improving in quality, service with low cost, determine quality objective, create frame works and manufacturing process a top quality that are focused for customer satisfaction. The MNCs employees are trained in foresight, credibility and collaboration to reduce or eliminate the risk, implementing continually PDCA cycles, global learning and knowledge sharing. The MNC's research on business models, service concepts, delivery process and tools, service engineering, quality, globally standardized technology in operation worldwide, inter-operability between network device and network operator. The MNC's are industry leaders, with commitment to open and innovative technology standards, shaping for future standards, energy efficiency, environmental assessment, continuous improvement with PDCA, bench marking and the technology improvement for

post event benefits, the single advanced accessories used for safety and measuring operations.

The MNC's product quality issue analyzes, investigate causes and develop counter measure for improvement at quality center and to make the finished product in latest process and high quality with less environment impacts. The MNC's premier operating companies large and medium business are reliable with low cost service to consumers is more powerful. MNC's have state of the art data center, technical experts through training course knowledge and use corporate resources for employee individual development and the product and service design is uniquely for every customer for long durability. The MNC's develop ground breaking technologies and create customer specific solutions that meet the Challenges of today and tomorrow and reduce the environmental impact of entire life cycle. World class testing facilities are there to reduce consumer loss, operation, energy usage and improve its sustainability.

The MNC's training is tailor made with employee site, the carrier planning is a challenging work with advanced opportunity and diverse experience, mentorship, formal training program, advance personally and professionally, all treated equally, Quality is promised to deliver to the customers, innovative solutions and continuously improving all aspects of our business. The MNC's proto type is developed by the advanced machines, improvements of process and product, produce product high quality standard and innovation effort for future target. The MNC's sustained technology developments, achievement in variety of areas from a range of different sources, constant improvement in approaches, training overseas for global executive program for senior management. The MNCs R & D has high practical relevance in marketing product, cutting edge research focus, strong and innovative in next generations of their products and solutions, the value of the business operation, excellent, innovative technology and approaches in the industry. The aim is to be the market leader in value creation and continuous improvement compared to market and competitions.

Performance tested by the proto type to initiative with structure and tools can be applied in research and development in the areas of design verification, technology, manufacturing, business process and business strategy. The MNC's development in training is to improve quality assurance skills, machine component and industrial process. Power of right knowledge, technology and tools are interrelated and tailor made to offer global quality assurance standard. The MNC's human resource development in individual abilities and aptitude, collaboration training in on job and off job training for career development, skill development and individual quality control skills trained for leaders for functions. The MNC's have experts to design and develop, production preparations, productions, control techniques, advanced operating, safety system, personnel analysis, investigate causes development area, counter measures and improvements in time for the quality center function.

## **1.6 Suppliers Partnership**

The MNC's integrate equipment from multiple vendors, handle multi technology, change program, design, new solution, manage their operations and small network in larger



based system operation with team works with its customer. The value creation is through collaboration and commitment to R & D. The MNC's select suppliers in potentially and capably eligible companies and the supplier continually improves the process, adopt world best quality control process and tools for products and non-products making. The MNC's joint consumer trail in foreign countries at various areas in true service, natural product quality, clear out Performing and existing mass market service. Our business partners worldwide maintain fairness, treating it equal, respecting to realize stable procurement of quality goods in right volumes, at right time at outright price and pursue saving material. The MNC's world based on a spirit of natural activities of implementation of the theoretical value based production with our suppliers and improve global operating platform with stronger network, increased efficiency and timely deliveries, the company partnership with employees and providing an attractive workplace, maintain diversity of work style and positive work life balance.

This MNC's using global network for environmental protection of the process wastage. The MNC's follow environmental management system with their suppliers in audits, management reviews and continuous improvement in their field. They use the collaboration with trust in partners and suppliers, trust the company affiliated, equality method with subsidiary, improve the performance of our supply chain and minimize negative impact idea and opportunity offered by rapidly changing world. The MNC's full resource to use task force closely with suppliers and dealers in business operation and quality related data from dealers, service departments and customer relation center and data sent to R & D for possible idea feedback, measure the business opportunity and sent to R & D for pro type making then to production center for manufacturing. The MNC's respect every individual with close co-operation with supplier and business partners globally. This partnership is to leading the operation in leadership position.

### **1.7 Performance Measures**

The world's first quality system, innovation technology, proto type products, software platform, global network, environmental protection system are developed by the MNC's. The MNC's Product and service cover high reliability and durability to meet the demands of the global market place and the annual inspection for effective quality control system and reviews to prevent serious damage of product and service system, the problems are solved with statistical tool to contribute better values to a future world. The MNC's create global CSR promotion center, the CSR policy in environment protection, security, compliance, respect of human rights, response, preventive safety, no harm to people, friendly products and smooth for usage and help the student through class project and term papers research. The MNC's any online voice, chat, and email across multiple industry segments the company R & D spending saturation level and the MNC's industrial leading network equipment, service and business operations for sustainable growth to societies.

The MNC's adopt TQM philosophy as its one of the fastest growing success factors. TQM implementation in people, process, technology and culture take its step forward towards achieving business excellence through TQM quality consciousness. All activities are done in systematic and regular manner for business perfection. The MNC's have

independent thinking and collective actions, doing things differently, create value, knowledge applying applications, differentiate products and services and perform with excellence, finishing of products in an innovative and beautiful manner. The MNC's understand the competition, trend and other dynamics of the market; They serve design, execution of qualitative and quantitative approaches, focusing on solid results and acting with speed, the spirit of higher goals and working with retentive power; The design products in environmental free, recycling, low water consumptions, energy conceptions and improving environmental performance. The policy of the MNCs is always ambitious and youthful, sound in theory and fresh idea, selective time use, enjoying work, open communications, constant flow of work, meaningful of value, research on collected marketing quality data and sharing information. The MNC's follow safety philosophy of "safety for everyone" and important advantageous designs and features. The most important responsibility of MNC's is preventing occupational illness.

### **1.8 Observation**

MNC's are world leaders in innovative technology. The MNC's aim at quality, safety and achievement of top goal. The MNC's have in depth knowledge in the field, creation, transfer and control. The MNC's collaborate with maintaining multi technological leadership. MNC's product and service is easier for living of people. The MNC's fix right price, and assess on time delivery service to customers. The MNC's have attractive new customers. The MNC's produce zero defect product and service. MNC's create value through life time. The MNC's aim at advanced techniques for performance. The new products are shaped from innovative drawings. The human resource is on job and off job training for skill updating. The MNC's have positive work environment. The personnel policy is independence creating and realizing their hopes or dreams. The advanced electronic system is used for sales and services. They are firm in implementing TQM activities. The MNC's employ continually PDCA cycles. The MNC's operate worldwide inter-operability. The MNC's implement leading technology for post event benefits. The MNC's products are of high quality and less environment impact.

The MNC's are state of art centers for employee individual development. The MNC's have world class testing facilities. The training is tailor made for employee. The proto type is developed by advanced machinery. The MNC's are R & D high relevance in marketing product and tested in structural, tools and technique. The MNC's aim at development in quality assurance skills. The MNC's use multi technology operation in production. The suppliers continually improve process. The MNC's have joint consumer trail in foreign countries. The MNC's world based value production system. The MNC's use global network and environmental protection system. The MNC's have trusted collaboration with partners. The MNC's have full resource use in data from dealers, services and customer relations. The MNC's have annual inspections for effective quality control system. The MNC's use e-commerce for customer's service. The adopting TQM philosophy is the fastest growing success factor. The MNC's people have independent thinking and collective actions doing process differently. The MNC's understand the global competitions. The policy of MNC's is always ambitious, youthful with sound theory and fresh idea for marketing issues.

### 1.9 Impact Factors

1. Continuous quality improvements, 2. Critical success factors of performance, 3. Quality conformance and customers satisfaction, 4. Just in time supply chain managements, 5. Critical links of business results, 6. Bottom line results on financial profits, 7. Impact on innovations, 8. Structural relationships, so no harm of organizations and peoples from stressors and competitors, 9. Achieving sustainability through attentions in environmental management, 10. Acheiving market leadership in revenue and profits, 11. Low cost of products due to activity based costing, 12. To changing to successful cultures and 13. All organization employees job satisfactions.

### CONCLUSION

The TQM in MNC's are customer focused, S Q C. All firms are concerned on continuous improvements in process. The strength of the MNC's in leadership development, business knowledge up gradation, supplier's partnership, environment management system, quality function deployment and quality by design. The TQM MNC's concentrate on human development training, technical knowledge up gradation, advanced equipment and tools, modern information technology system, cultural change of the society and global economic changes and upgraded implementation.

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